

# TRAFFIC SAFETY IN MICHIGAN Past, Present & Future

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## About OHSP

- Highway Safety Act of 1966
- 1969 Executive Order
- Annual budget of \$28 million
- Federal and State-funded safety programs
- Governor's Traffic Safety Advisory Commission
- Michigan Truck Safety Commission

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## SHSO Focus

- Support programs with the greatest potential to save lives and prevent injuries
- Use problem identification as the basis for program and funding decisions
- Changing driver behavior

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## 2002 Traffic Crash Profile

- Traffic Fatalities below 1300
  - Lowest number since 1945
- Less than 500 alcohol-related fatalities
  - First year on record
- Holiday Travel Safer
  - 80 fatalities yearly on average during 2001-2002 compared to over 100 yearly in the 80's and 90's

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## 2002 Traffic Crash Profile

- Crashes for drivers age 65+ down 5%
- Fatal and serious injury crashes down 23% for 65+ age group

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## 2002 Traffic Crash Profile

- Safety belt use rate 84.8 percent
  - Highest rate recorded to date
  - Prevented 599 deaths; 21,819 injuries and \$2.1 billion in economic costs in 2002
  - Each 1 percent increase prevents 10 deaths, 130 injuries and \$30 million in economic costs

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## Continuing Challenges

- 15 percent drivers and passengers remain unbuckled
- Nearly 40 percent of those people who die in Michigan traffic crashes are not buckled up

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## Continuing Challenges

- Nearly 36 percent of all fatalities involve alcohol and/or drugs
- 16-24 age group represents 15 percent of Michigan's population yet involved in 24 percent crashes and 23 percent fatal crashes
- Changing Driver Behavior

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## National Enforcement Campaigns

- Studies conclude the most effective way to change behavior is through enforcement campaigns
- States are working on coordinated enforcement efforts
  - Coordinated by NHTSA and SHSOs
  - Seeing success at increasing safety belt use

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## National Campaigns

- Click It or Ticket - Buckle Up or Pay Up
- You Drink & Drive. You Lose.



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## Primary Audiences

- Young men - ages 16 to 34
- Multiple high risk behaviors
- Alcohol and other Drug Use
- Pick-Up/SUV

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## Emerging issues

- U.S. population expected to grow from 267 million to 323 million by 2020=greater travel miles and greater exposure to traffic crashes
- Older and younger driver populations will grow

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## Emerging issues

- Aggressive, drowsy and distracted driving
- Driver behavior
- Gender issues
- Child passenger safety
- Transportation mix

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## Motorcycle Issues

- 56 percent of crashes involve drivers without a legal motorcycle endorsement on their license
- 28 percent increase in fatal motorcycle crashes involving alcohol
- 71 percent increase in alcohol-related crashes among the 45-64 age group

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## Future Focus

- Impact driver behavior
- Improve motor vehicle design
- Safer roadways
- Improved research/data
- Enhanced technology

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## Partnerships and Advocacy

- Federal, State, Local
- Private sector
- Non-profits
- Others

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